ABSTRACT OF THE DISCLOSURE

Arbitrary source image data, and destination image data obtained by retouching the source image data are recorded. When the user sets, using an image sensing mode setting unit, an image sensing mode, image reproduction parameters of which are to be changed, and instructs to execute a parameter change process, a parameter determination unit changes the image reproduction parameters using the source and destination image data. The parameter determination unit generates a color conversion list by comparing the two image data, and changes the image reproduction parameters in the image sensing mode set by the image sensing mode setting unit using the color conversion list. In this way, an image can be reproduced using the image reproduction parameters that reflect the contents retouched by the user, and color setups of user's preference can be given to an image to be reproduced.